

*File copy  
7/6/53*

# fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

## 1953

january	february	march	april																																																																																																																																																																															
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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JULY 6, 1953</u>			
Monday July 6- July 8 9:00 A.M.	INTERVIEWS WITH "MISS UNIVERSE" CONTESTANTS "Miss Universe" contestants from 15 foreign countries, sponsored by Catalina, Pan-American Airways and Universal Pictures, will be interviewed by the press from 9:00 A.M. to 11:00 A.M. For foreign press on Wednesday, July 8, 9:00 A.M.-11:00 A.M. By invitation. Publicity: Barbara McGinniss at Catalina, LA. 4-2380; or Edmund Peacock, PL. 9-8000, Ext.277.	CATALINA, INC.	WALDORF-ASTORIA PERROQUET SUITE
Monday July 6 11:00 A.M.	PREVIEW OF FALL "CHARMERS" HATS John Frederics will invite the press and buyers to a showing of his Fall "Charmers" hat collection. By invitation. Publ.: Lily Davis, PL.3-1010.	JOHN FREDERICS, INC.	29 EAST 48TH STREET SALON
Monday July 6 12:30 P.M. Luncheon	FALL MILLINERY AT PRESS PREVIEW Emme will invite the press to a luncheon preview of her Fall millinery collection. Show for visiting editors on Sunday, July 12 at 11:00 A.M.(See Pg.2). By invitation only. Publ.: Mildred Kaldor, 347 5th, MU. 9-5420.	EMME	WALDORF-ASTORIA EMPIRE ROOM
Monday July 6 3:30 P.M. Cocktails	FALL MILLINERY CLINIC AND BUSINESS MEETING Annual forum of the MMEA, (changed to Monday afternoon this year), with fashion, merchandising and business experts discussing millinery trends, problems and developments. Manufacturers will discuss industry problems. Director: Virginia Pope. Meeting followed by buffet. By invitation only. Contact: Ruth Weintraub, PL. 3-2116.	MILLINERY MERCHANDISING SAVOY PLAZA HOTEL EXECUTIVES ASSOCIATION GOLD ROOM	
Tuesday July 7 10:30 A.M.	PRESS PREVIEW OF FALL MILLINERY Preview of new Braagaard-Andra collection of Fall millinery. By invitation only. Contact: PL. 9-1823.	BRAAGAARD-ANDRA	558 MADISON AVENUE SALON
Tuesday July 7 9:00 P.M.	SPRING MILLINERY FASHION SHOW Semi-Annual millinery fashion show for trade and press. Show will be followed by supper and dance. By invitation only. Contact: Millinery Stabilization Commission, 1450 Broadway, LO. 4-7800. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM
Wednesday July 8 9:30 A.M. Breakfast	PRESS SHOWING OF FALL MILLINERY Irene of New York invites the press to a presentation of her Fall millinery collection. <u>Show for visiting press on Wednesday, July 15 at 8:00 A.M. (See Pg. 7).</u> By invitation only. Publicity: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 8 11:00 A.M.	FALL COLLECTION AT PRESS PREVIEW The local press will be invited to a preview of John Frederics collection of millinery for Fall. <u>Show for visiting editors Saturday, July 18 at 11:00 A.M. (See Pg. 10).</u> By invitation only. Publ.: Lily Davis, PL. 3-1010.	JOHN FREDERICS, INC.	29 EAST 48TH STREET SALON
Wednesday July 8 2:30 P.M.	MILLINERY PREVIEW OF FALL COLLECTION Laddie Northridge will present his Fall millinery collection to the local press. <u>Showing for visiting press Monday, July 13 at 6:00 P.M., Waldorf-Astoria (See Pg. 5).</u> By invitation. Publ.: Donna Cannon, 104 E. 52 St., PL. 3-7072.	LADDIE NORTHRIDGE	HOTEL PIERRE ROOF
Thursday July 9 10:30 A.M.	FALL MILLINERY AT PRESS SHOWING The local press will be invited to a preview of Sally Victor's millinery collection for Fall. <u>Show for visiting editors Sunday, July 12 at 3:00 P.M. (See Pg. 3).</u> By invitation. Publ.: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Thursday July 9 12:00 Noon Luncheon	READY-TO-WEAR, MILLINERY, ACCESSORIES LUNCHEON Fall Ready-To-Wear report and fashion show; Millinery report and tableaux; accessories display at The Fashion Group luncheon. Co-chairmen--Ready-to-Wear Committee; Elizabeth Ritter and Nancy Maxwell; Millinery Division: Maud G. Moody and Esther Lyman; Accessories Division: Matilda Taylor and Mimi Aleinikoff. Commentator: Gwen Randolph. Price: \$6.00 for members; \$6.25 for guests (two per member). <u>Note change of time.</u> Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Friday July 10 9:00 A.M. Breakfast	PREVIEW OF FALL COAT COLLECTION Lassie Junior and Lassie Maid coats for Fall will be presented to the press. <u>Showing at 9:30 A.M.</u> By invitation. Publicity: Ruth Davis at George Peabody & Assoc., 471 Park Ave., MU. 8-2755.	BARKIN, LEVIN & CO.	512 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Friday July 10 10:30 A.M.	FALL MILLINERY AT PRESS PREVIEW Walter Florell will present his Fall millinery to the local press. <u>Show for visiting editors Sunday, July 12 at 9:00 P.M. (See Pg. 3).</u> By invitation only. Publicity: Donna Cannon, 104 E. 52nd St., PL. 3-7072.	WALTER FLORELL	29 EAST 53RD STREET SALON
Sunday July 12 10:00 A.M.- 1:00 P.M. Brunch	FALL JEWELRY PREVIEW AT BREAKFAST PARTY Trifari, Krussman & Fishel will invite out-of-town and N.Y. editors to a presentation of their Fall jewelry fashions. By invitation only. Publicity: Dorothy Lansing, 125 E. 50th St., PL. 9-7598.	TRIFARI, KRUSSMAN & FISHEL, INC.	16 EAST 40TH STREET SHOWROOM-4TH FLOOR
July 12 11:00 A.M.	EMME'S PRESS PREVIEW OF FALL MILLINERY FOR VISITING PRESS AT 11:00 A.M., WALDORF-ASTORIA, EMPIRE ROOM. (See Pg. 1 for local press show).		
Sunday July 12 12:15 P.M. Luncheon	FALL AND WINTER SHOW PREVIEW Luncheon and preview of Fall and Winter kid shoes and accessories for visiting press. By invitation only. Publ.: Geri Matthau or Charline Osgood, WI. 7-0332.	KID LEATHER GUILD	HOTEL PIERRE ROOF GARDEN



DATE	WHAT'S GOING	GIVEN BY	WHERE
Sunday July 12 1:30 P.M. Cocktails	VISITING PRESS SHOWING: COLLECTION BY BRIGANCE Brigance will show his Fall collection of blouses, separates, dresses, and "evening at home" fashions to the visiting press. Contact: Julie Isles at Sportsmaker, LO. 3-1534.	SPORTSMAKER, INC. (498 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM
July 12 3:00 P.M.	SALLY VICTOR'S MILLINERY SHOW FOR VISITING EDITORS AT 3:00 P.M. AT 18 EAST 53RD STREET. (See Page 2 for local press show).		
Sunday July 12 4:30 P.M.	PRESS SHOWING OF FALL COLLECTION Visiting editors will be invited to a showing of Maria Krum's Fall collection. By invitation. Publicity: Helen Galland, CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON
Sunday July 12 5:30 P.M.- 9:00 P.M.	COCKTAILS AND BUFFET FOR VISITING PRESS Forstmann will invite the out-of-town press to cocktails and buffet supper. By invitation only. Publicity: Adelia Bird Ellis, CI. 5-8448.	FORSTMANN, INC. (30 ROCKEFELLER PLAZA)	SAVOY PLAZA HOTEL LE CHATEAU - 11TH FL.
July 12 9:00 P.M.	WALTER FLORELL'S FALL MILLINERY SHOW FOR VISITING EDITORS AT 9:00 P.M. AT HAMPSHIRE HOUSE, COTTAGE. (See Pg. 2).		
Sunday July 12 9:30 P.M.	KNIT FASHIONS BY BONNIE CASHIN Showing to visiting press of knit fashions by Bonnie Cashin. By invitation only. Publicity: Donna Cannon, 104 E. 52nd St., PL. 3-7072.	JOSEPH GUTTMAN	HAMPSHIRE HOUSE THE COTTAGE

NEW YORK DRESS INSTITUTE'S TWENTY-FIRST NATIONAL PRESS WEEK (July 13-17, 1953)

Fall and Winter collections of 43 leading designers, 34 members and 11 auxiliary members of the N.Y. Dress Institute's Couture Group, will be shown daily to visiting press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.

Monday, July 13...	8:00 A.M.	BUFFET BREAKFAST. . . . .	WALDORF-EMPIRE RM.	
	9:00 A.M.	WATCH FOR FORUM . . . . .	WALDORF-EMPIRE RM.	
	9:30 A.M.	MEETING ON INSTITUTE OPERATION.	WALDORF-EMPIRE RM.	
	10:00 A.M.	CLAIRE MCGARDELL OF TOWNLEY . .	WALDORF-EMPIRE RM.	
	11:00 A.M.	PAUL PARNES . . . . .	WALDORF-EMPIRE RM.	
	12:00 Noon	DELMAN SHOES (Auxiliary). . . .	WALDORF-ASTOR GAL.	
	1:00 P.M.	SHIP 'N SHORE-Lunch (Auxiliary)	WALDORF-BASILDON	
	2:00 P.M.	JACK SARNOFF (Molly). . . . .	WALDORF-EMPIRE RM.	
	3:00 P.M.	HARVEY BERIN. . . . .	WALDORF-EMPIRE RM.	
	4:00 P.M.	LETO, COHN & LO BALBO . . . . .	WALDORF-EMPIRE RM.	
	5:00 P.M.	TINA LESER & FASHIONS FOR INDUSTRY (Auxiliary) . . . . .	WALDORF-EMPIRE RM.	
	Tuesday, July 14...	8:00 A.M.	BUFFET BREAKFAST. . . . .	WALDORF-EMPIRE RM.
		9:00 A.M.	HERBERT SONDHEIM. . . . .	WALDORF-EMPIRE RM.
9:45 A.M.		PELLON CORP. (Auxiliary). . . .	WALDORF-EMPIRE RM.	
10:00 A.M.		ORIGINALA COATS . . . . .	WALDORF-EMPIRE RM.	
11:00 A.M.		MONTE-SANO & PRUZAN . . . . .	WALDORF-EMPIRE RM.	
12:00 Noon		CELESTE FROCKS (Auxiliary). . .	WALDORF-WEST FOYER	
2:00 P.M.		BEN ZUCKERMAN . . . . .	WALDORF-EMPIRE RM.	
3:00 P.M.		CAROLYN SCHNURER. . . . .	WALDORF-EMPIRE RM.	
4:00 P.M.		MISS AMERICA (Patric) . . . . .	WALDORF-EMPIRE RM.	
5:00 P.M.		OLEG CASSINI. . . . .	WALDORF-EMPIRE RM.	
6:00 P.M.	HOLLANDER & SON (Auxiliary) . .	PLAZA-WHITE & GOLD		
7:30 P.M.	N.W. AYER & SON, INC. (Auxiliary)	PLAZA-PERSIAN RM.		

(continued on next page)



## DATE

## WHAT'S GOING ON

## GIVEN BY

## WHERE

(continued from page 3)

Wednesday, July 15...	8:00 A.M.	CAPEZIO (Auxiliary)	756 7TH (49TH ST.)
	9:00 A.M.	BEN REIG.	498 SEVENTH AVENUE
	10:00 A.M.	ELFREDA-FOX & PIERRE BALMAIN...	498 SEVENTH AVENUE
	11:00 A.M.	PATTULLO-JO COPELAND.	498 SEVENTH AVENUE
	12:00 Noon	MAURICE RENTNER-Luncheon.	498 SEVENTH AVENUE
	2:00 P.M.	JANE DERBY.	785 FIFTH AVENUE
	3:00 P.M.	CHRISTIAN DIOR, NEW YORK.	730 FIFTH AVENUE
	4:30 P.M.	COTY, INC. (Auxiliary).	730 FIFTH AVENUE
Thursday, July 16...	6:00 P.M.	DEERING MILLIKEN & CO. (Auxiliary)	PLAZA-TERRACE RM.
	8:00 A.M.	CAPEZIO (Auxiliary)	756 7TH (49TH ST.)
	9:00 A.M.	B. H. WRAGGE.	BONWIT TELLER-9 FL.
	10:00 A.M.	HATTIE CARNEGIE	711 FIFTH AVENUE
	12:00 Noon	DAVIDOW SPORTSWEAR (Luncheon).	550 SEVENTH AVENUE
	2:00 P.M.	BRIGANCE OF FRANK GALLANT	205 WEST 39 STREET
	3:00 P.M.	FRED GREENBERG (CASTILLO, N.Y.)	550 SEVENTH AVENUE
	4:00 P.M.	TRIGERE	550 SEVENTH AVENUE
Friday, July 17...	5:00 P.M.	NETTIE ROSENSTEIN-Cocktails	550 SEVENTH AVENUE
	8:00 A.M.	CAPEZIO (Auxiliary)	756 7TH (49TH ST.)
	9:00 A.M.	MOLLIE PARNIS (PARNIS-LIVINGSTON)	530 SEVENTH AVENUE
	10:00 A.M.	ADELE SIMPSON	530 SEVENTH AVENUE
	11:00 A.M.	JOSEPH HALPERT (Jacques Fath)	530 SEVENTH AVENUE
	12:00 Noon	JUNIOR MISS FASHIONS	(JR. SOPHISTICATES)
		(HORWITZ & DUBERMAN; JUNIOR )	(SHOWROOM - 4TH FL)
		(SOPHISTICATES; INT'L JUNIOR )	(498 SEVENTH AVE. )
	1:00 P.M.	HANDMACHER-VOGEL (Auxiliary).	533 SEVENTH AVENUE
	2:00 P.M.	MODERN COUTURE (HELENE BARBIERI)	525 SEVENTH AVENUE
	3:00 P.M.	SAMUEL WINSTON (Charles James).	530 SEVENTH AVENUE
	4:00 P.M.	CEIL CHAPMAN-Cocktails.	530 SEVENTH AVENUE

July 13 WATCH FOR FORUM (N.Y. DRESS INSTITUTE--See Page 3), FOR VISITING PRESS,  
9:00 A.M. WALDORF-ASTORIA, EMPIRE ROOM.

July 13 CLAIRE McCARDELL OF TOWNLEY (N.Y. DRESS INSTITUTE--See Page 3), SHOWING  
10:00 A.M. FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM.

Monday PRESS PREVIEW OF BEATRICE MARTIN HOTEL PLAZA  
July 13 FALL MILLINERY BAROQUE ROOM  
10:00 A.M. Beatrice Martin will present her Fall millinery collection to the press.  
Breakfast By invitation only. Publicity: Maud G. Moody, 347 5th Ave., L.E. 2-5562.

July 13 PAUL PARNES (N.Y. DRESS INSTITUTE--See Page 3), SHOWING FOR VISITING PRESS,  
11:00 A.M. WALDORF-ASTORIA, EMPIRE ROOM.

Monday PRESS PREVIEW OF DELMAN WALDORF-ASTORIA  
July 13 FALL SHOES ASTOR GALLERY  
11:00 A.M. & The local press will be invited to a preview of Fall shoe fashions by  
12:00 Noon Delman (Auxiliary Member of N.Y.D.I.--see page 3). Showing for visiting  
press at 12:00 Noon. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.

Monday PRESS PREVIEW OF SHIP 'N SHORE WALDORF-ASTORIA  
July 13 FALL BLOUSE COLLECTION BASILDON & JADE RMS.  
1:00 P.M. Ship 'N Shore (Auxiliary Member of N.Y.D.I.--see page 3), will present  
Luncheon Fall blouses. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 13 2:00 P.M.	JACK SARNOFF--DESIGNED BY MOLLY (N.Y. DRESS INSTITUTE--See Page 3), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM.		
July 13 3:00 P.M.	HARVEY BERIN (N.Y. DRESS INSTITUTE--See Page 3), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM.		
July 13 4:00 P.M.	LETO, COHN & LO BALBO (N.Y. DRESS INSTITUTE--See Page 3), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM.		
Monday July 13 5:00 P.M. Cocktails	FASHION SHOW FOR VISITING PRESS Tina Leser and Fashions For Industry (Auxiliary Member of N.Y. Dress Institute--See Page 3) will present Fall fashions to visiting press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	TINA LESER & FASHIONS FOR INDUSTRY	WALDORF-ASTORIA EMPIRE ROOM
July 13 6:00 P.M.	LADDIE NORTHRIDGE'S PREVIEW OF FALL MILLINERY FOR VISITING EDITORS AT 6:00 P.M., Waldorf-Astoria, Perroquet Suite. (See Page 2 for local press show).		
Monday July 13 7:00 P.M. Buffet	FALL SHOWING FOR VISITING PRESS Varden will present their Fall fashions to the visiting press. Show at 7:00 P.M. Buffet at 7:30 P.M. By invitation only. Publicity: Elsie Brandt at Varden, PE. 6-5460.	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Monday July 13 8:15 P.M. Brandy	PRESS SHOWING: FALL COATS AND SUITS Capsule showing of Fall coats and suits--featuring "miracle shoulder line." By invitation. Publicity: Peggy Caile, PL. 5-6358.	LOUIS GOLDSTEIN & CO.	512 SEVENTH AVENUE SHOWROOM-32ND FLOOR
Monday July 13 9:00 P.M. Champagne Party	FALL JEWELRY FOR VISITING PRESS Schiaparelli Jewels will present their Fall collection to the visiting and local press, showing new ideas in costume jewelry in complete matching ensembles from Schiaparelli. By invitation. Publicity: Helen Markwett at Saul Krieg Associates, 9 E. 47th St., PL. 3-1543.	SCHIAPARELLI JEWELS	385 FIFTH AVENUE SUITE 806
Week Of July 13	SHOWING OF FALL SHOES & MILLINERY Showing of Fall shoes by Guild of Better Shoe Mfrs., coordinated with millinery originals by Alice May. Open house for visiting press all week. Contact: Alice May, PL. 5-2711; or Doris Beechman, MU. 9-5200.	ALICE MAY HATS & GUILD OF BETTER SHOES	711 FIFTH AVENUE SALON
Tuesday July 14 8:00 A.M. Breakfast	FALL AND WINTER JEWELRY FOR VISITING EDITORS Marcel Boucher will present his Autumn collection of costume jewels, real gold and precious stone jewelry to the visiting press. By invitation only. Contact: Mimi Irvine at Marcel Boucher, MU. 3-0041.	MARCEL BOUCHER	WALDORF-ASTORIA JANSEN SUITE-4 FL.
July 14 9:00 A.M.	HERBERT SONDHEIM (N.Y. DRESS INSTITUTE--See page 3), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM.		
Tuesday July 14 9:45 A.M.	SHOW FOR VISITING EDITORS Pellon Corp. will invite the visiting press to a showing of fashions with Pellon non-woven interfacing. (Auxiliary Member of N.Y.D.I.--See Pg. 3). By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	PELLON CORP.	WALDORF-ASTORIA EMPIRE ROOM



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
July 14 10:00 A.M.	ORIGINALA COATS (N.Y. DRESS INSTITUTE--See Page 3), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM.		
<del>Tuesday</del> July 14 10:30 A.M.	FALL MILLINERY PREVIEW FOR LOCAL PRESS Millinery fashions for Fall will be presented by Mr. John P. John to the press. <u>Showing for visiting editors at 5:30 P.M.</u> By invitation only, Contact: Patricia E. Hart, or Peter Brandon, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
July 14 11:00 A.M.	MONTE-SANO & PRUZAN (N.Y. DRESS INSTITUTE--See Page 3), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM.		
Tuesday July 14 12:00 Noon Aperitif	PRESS PREVIEW: COUTURE CHILDREN'S DRESSES Celeste (Auxiliary Member of N.Y. Dress Institute--See Page 3) will present to the visiting and local press a showing of their Fall collection of couture fashions for little girls, from toddlers to twelves. By invitation only. Publicity: Rose Hilton, 475 Fifth Ave., MU. 5-5133.	CELESTE FROCKS (1350 BROADWAY)	WALDORF-ASTORIA WEST FOYER
July 14 2:00 P.M.	BEN ZUCKERMAN (N.Y. DRESS INSTITUTE--See Page 3), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM.		
July 14 3:00 P.M.	CAROLYN SCHNURER (N.Y. DRESS INSTITUTE--See Page 3), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM.		
July 14 4:00 P.M.	MISS AMERICA--PATRIC (N.Y. DRESS INSTITUTE--See Page 3), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM.		
July 14 5:00 P.M.	OLEG CASSINI (N.Y. DRESS INSTITUTE--See Page 3), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM.		
Tuesday July 14 5:00 P.M.- 7:00 P.M. Cocktails	FASHIONS IN WOMEN'S WATCHES "Fashions In Time - '53"--newest designs in feminine watches. By invitation only. Sponsored by Foote, Cone & Belding, International. Publicity: Elizabeth Maher Associates, 424 Madison Ave., EL. 5-4248.	WATCHMAKERS OF SWITZERLAND	STORK CLUB 3 EAST 53RD STREET
July 14 5:30 P.M.	MR. JOHN'S MILLINERY SHOW FOR VISITING EDITORS AT 5:30 P.M. AT 53 EAST 57TH STREET. (See above for local press show).		
Tuesday July 14 6:00 P.M.	PRESS SHOWING: FURS AT "PIMMS CUP" PARTY Hollander Furs (Auxiliary Member of N.Y. Dress Institute--See Page 3) will preview a showing of "Pelts of Many Prices" at a "Pimms Cup" party for the N.Y. and out-of-town editors. By invitation only. Fashion Director & Publicity: Rosemary Sheehan, 630 5th Ave., CI. 7-8060.	HOLLANDER FURS	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday July 14 7:30 P.M. Dinner	DIAMOND DINNER WITH VICTOR BORGE Diamond jewelry from Black, Starr & Gorham, Cartier, Van Cleef & Arpels and Harry Winston will be shown to the visiting editors by N.W. Ayer (Auxiliary Member, N.Y. Dress Institute--See Page 3), with entertainment by Victor Borge. By invitation only. Contact: Jean Shanley, at N. W. Ayer, CI. 6-0200.	N.W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	HOTEL PLAZA PERSIAN ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 15 8:00 A.M.	IRENE OF NEW YORK'S PRESS PREVIEW FOR VISITING EDITORS AT 8:00 A.M. BREAKFAST, AT 16 EAST 52ND STREET. (See Page 2).		
Wednesday July 15- July 17 8:00 A.M.	"KAFFEE KLATCH" FOR VISITING PRESS Capezio (Auxiliary Member of the N.Y. Dress Institute--See Page 4) will invite the visiting press to their Boutique on Wednesday, Thursday or Friday for a "Kaffee Klatch". By invitation. Contact: Jackie Dempsey, JU. 6-2150.	CAPEZIO, INC.	756 SEVENTH AVENUE (AT 49TH STREET)
July 15 9:00 A.M.	BEN REIG (N.Y. DRESS INSTITUTE--See Page 4), SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM.		
July 15 10:00 A.M.	ELFREDA-FOX & PIERRE BALMAIN OF NEW YORK (N.Y. DRESS INSTITUTE--See Page 4), SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM.		
July 15 11:00 A.M.	PATTULLO-JO COPELAND (N.Y. DRESS INSTITUTE--See Page 4), SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM.		
Wednesday July 15 12:00 Noon Luncheon	VISITING PRESS SHOW: FALL COLLECTION Maurice Rentner (N.Y. Dress Institute--See Page 4) will present his Fall collection to the visiting press. By invitation. Publicity: Fredy Schey, LA. 4-6968.	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM-16TH FLOOR
July 15 2:00 P.M.	JANE DERBY (N.Y. DRESS INSTITUTE--See Page 4), SHOWING FOR VISITING PRESS, 785 FIFTH AVENUE, SHOWROOM.		
July 15 3:00 P.M.	CHRISTIAN DIOR, NEW YORK (N.Y. DRESS INSTITUTE--See Page 4), SHOWING FOR VISITING PRESS, 730 FIFTH AVENUE, SHOWROOM.		
Wednesday July 15 4:30 P.M.	COCKTAIL PARTY FOR VISITING PRESS Coty (Auxiliary Member, N.Y. Dress Institute--See Page 4) will invite the visiting and local press. By invitation. Publ.: Eleanor Lambert, MU.8-2130.	COTY, INC.	730 FIFTH AVENUE SALON
Wednesday July 15 5:30 P.M. Cocktails	FABRIC PREVIEW: LOCAL AND VISITING PRESS Deering Milliken will invite the visiting and local press to a showing of Fall and Winter fabrics. By invitation. Contact: Helen Boyd, LO. 3-5200.	DEERING MILLIKEN & CO.	HOTEL PLAZA TERRACE ROOM
Wednesday July 15 7:00 P.M. Buffet Supper	OUT-OF-TOWN PRESS SHOW: FALL COLLECTION Garay Bags & Belts invite the out-of-town and local press to a buffet supper and showing of their Fall collection. (Transportation provided to next event.) By invitation only. Publicity: Helen Markwett at Saul Krieg Associates, 9 E. 47th St., PL. 3-1543.	GARAY BAGS & BELTS	33 EAST 33RD STREET SHOWROOM-6TH FLOOR
Wednesday July 15 8:30 P.M.	THEATRE PARTY FOR VISITING PRESS Gotham Hosiery will invite the out-of-town editors to the theatre to see "Can-Can". By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	GOTHAM HOSIERY	SHUBERT THEATRE 225 WEST 44TH STREET
Wednesday July 15- July 16- July 17	OPEN HOUSE SHOWING OF FALL COLLECTION Henry Rosenfeld's Fall collection at Open House. By invitation only. Contact: Sally Sober, LO. 5-0400.	HENRY ROSENFELD, INC.	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 16 8:30 A.M.- 2:00 P.M.	FALL JEWELRY COLLECTION-- OPEN HOUSE FOR EDITORS Coro and Corocraft Fall jewelry collection at open house from 8:30 A.M. to 2:00 P.M. Publ.: Ann R. Silver Associates, 551 Fifth Ave., MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
July 16 9:00 A.M.	B.H. WRAGGE (N.Y. DRESS INSTITUTE--See Page 4), SHOWING FOR VISITING PRESS, BONWIT TELLER, 9TH FLOOR.		
Thursday July 16 9:00 A.M.- 12:00 Noon Breakfast	PRESS PREVIEW OF CHRISTMAS LINE The House of Gourielli will preview their Christmas collection of toiletry gifts for men and women at a buffet breakfast. By invitation only. Publicity: Patrick O'Higgins, PL. 3-1200.	GOURIELLI, INC.	16 EAST 55TH STREET SALON
July 16 10:00 A.M.	HATTIE CARNEGIE (N.Y. DRESS INSTITUTE--See Page 4), SHOWING FOR VISITING PRESS, 711 FIFTH AVENUE, SHOWROOM.		
July 16 12:00 Noon	DAVIDOW SPORTSWEAR (N.Y. DRESS INSTITUTE--See Page 4), SHOWING FOR VISITING PRESS, 550 SEVENTH AVENUE, SHOWROOM--LUNCHEON.		
July 16 2:00 P.M.	BRIGANCE OF FRANK GALLANT (N.Y. DRESS INSTITUTE--See Page 4), SHOWING FOR VISITING PRESS, 205 WEST 39TH STREET, SHOWROOM.		
July 16 3:00 P.M.	FRED GREENBERG--CASTILLO, NEW YORK (N.Y. DRESS INSTITUTE--See Page 4), SHOWING FOR VISITING PRESS, 550 SEVENTH AVENUE, SHOWROOM.		
July 16 4:00 P.M.	TRIGERE (N.Y. DRESS INSTITUTE--See Page 4), SHOWING FOR VISITING PRESS, 550 SEVENTH AVENUE, SHOWROOM.		
July 16 5:00 P.M.	NETTIE ROSENSTEIN (N.Y. DRESS INSTITUTE--See Page 4), SHOWING FOR VISITING PRESS, 550 SEVENTH AVENUE, SHOWROOM--COCKTAILS.		
Thursday July 16 5:30 P.M. Tea	FALL BAG PREVIEW FOR THE PRESS Fall collection of Domestic and imported "Bags by Josef" for local and visiting press, from 5:30 P.M. to 7:30 P.M. By invitation only. Publicity: Viola Shefer, 745 Fifth Ave., PL. 3-3173.	JOSEF (GOLD SEAL IMPORTERS, INC.)	SAVOY PLAZA LE CHATEAU - 11TH FL.
Thursday July 16 6:00 P.M.	MEN'S FALL FASHIONS FOR VISITING PRESS The visiting press will be invited to see Adrian's Fall fashions for men. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	ADRIAN FASHIONS FOR MEN	HOTEL PLAZA TERRACE ROOM
Thursday July 16 7:30 P.M. Cocktails- Champagne Supper	LEATHER FASHION SHOW FOR VISITING PRESS "Leather Originals"--preview for visiting press of leather fashions in shoes, accessories and ready-to-wear, with a fashion show and an exhibit. Show at 9:00 P.M. Transportation will be furnished. By invitation only. Publicity: Billie Gould, 411 Fifth Avenue, MU. 6-7956.	LEATHER INDUSTRIES OF AMERICA	BROOKLYN MUSEUM EASTERN PARKWAY, BKLYN
Friday July 17 8:00 A.M. Breakfast	PRESS PRESENTATION: FALL COAT & SUIT COLLECTION A collection of couture coats and suits for Fall will be presented by Arthur Jablow at a brief breakfast showing to the visiting press. By invitation only. Publicity: Rose Hilton, 475 5th Ave., MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday July 17 9:00 A.M.- 2:00 P.M.	SCARFS & ACCESSORIES-- OPEN HOUSE FOR EDITORS Glentex Fall scarfs, stoles, vests and other accessories at open house for visiting and N.Y. editors. By invitation. Publicity: Ann R. Silver Associates, 551 Fifth Ave., MU. 7-8654.	GLENSDER TEXTILE CORP.	417 FIFTH AVENUE SHOWROOM-9TH FLOOR
July 17 9:00 A.M.	MOLLIE PARNIS OF PARNIS-LIVINGSTON (N.Y. DRESS INSTITUTE--See Page 4), SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM.		
July 17 10:00 A.M.	ADELE SIMPSON (N.Y. DRESS INSTITUTE--See Page 4), SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM.		
July 17 11:00 A.M.	JOSEPH HALPERT--JACQUES FATH (N.Y. DRESS INSTITUTE--See Page 4), SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM.		
July 17 12:00 Noon	JUNIOR MISS FASHIONS (N.Y. DRESS INSTITUTE--See Page 4), HORWITZ & DUBERMAN, JUNIOR SOPHISTICATES, INTERNATIONAL JUNIOR, SHOWING FOR VISIT- ING PRESS, 498 SEVENTH AVENUE, JUNIOR SOPHISTICATES SHOWROOM, 4TH FLOOR.		
July 17 1:00 P.M.	HANDMACHER-VOGEL (Auxiliary Member of N.Y. DRESS INSTITUTE--See Page 4), LUNCHEON SHOWING FOR VISITING PRESS, 533 SEVENTH AVENUE, SHOWROOM.		
July 17 2:00 P.M.	MODERN COUTURE--HELENE BARBIERI (N.Y. DRESS INSTITUTE--See Page 4), SHOWING FOR VISITING PRESS, 525 SEVENTH AVENUE, SHOWROOM.		
July 17 3:00 P.M.	SAMUEL WINSTON...CHARLES JAMES (N.Y. DRESS INSTITUTE--See Page 4), SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM.		
July 17 4:00 P.M.	CEIL CHAPMAN (N.Y. DRESS INSTITUTE--See Page 4), SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM, COCKTAILS.		
Friday July 17 5:00 P.M.	FALL MILLINERY SHOWING FOR VISITING PRESS Lilly Dache will present her Fall millinery fashions to the visiting press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Friday July 17 6:15 P.M.	SCHIAPARELLI FASHIONS FOR VISITING PRESS Schiaparelli will present intimate apparel and loungewear to visiting and local press. The show will be accessorized with other American-made Schiaparelli fashions. ( <u>Note Change of Time and Place</u> ). By invitation only. Publicity: Noriene Barrett, MU. 6-0055.	SCHIAPARELLI LINGERIE (210 MADISON AVENUE)	WALDORF-ASTORIA PERROQUET SUITE
Friday July 17 7:00 P.M. Dinner Show	PRESS SHOWING OF FALL MILLINERY The Millinery Fashion Bureau will invite the out-of-town and local press to dinner at 7:00 P.M., and millinery showing at 8:00 P.M. By invitation only. ( <u>Note Change of Date</u> ). Publicity: Mary Kelley, LO. 4-7800.	MILLINERY FASHION BUREAU	WALDORF-ASTORIA EMPIRE ROOM
Saturday July 18 9:30 A.M. Breakfast	FASHION SHOW FOR VISITING PRESS A triple presentation of Fall fashions by Branell--Blumenstein, Ross & Lentz; separates and sportswear by Arle, designed by Mary Blair; cocktail and evening clothes by Rudolf. By invitation only. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.	BLUMENSTEIN, ROSS & LENTZ; RUDOLF; ARLE	WALDORF-ASTORIA PERROQUET SUITE



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
July 18 11:00 A.M.	JOHN FREDERICS' PRESS PREVIEW FOR VISITING EDITORS AT 11:00 A.M. AT 29 EAST 48TH STREET. (See Page 2 for local press show).		
Saturday July 18 12:15 P.M. Luncheon	FALL FASHIONS FOR VISITING PRESS Sylvan Rich will present Martini Designed fashions for Fall to the visiting press. ( <u>Note Change of Date</u> ). By invitation only. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM
Saturday July 18 2:00 P.M.	"WEEKEND AT SOUTHAMPTON" FOR VISITING PRESS "Weekend at Southampton" for visiting press, sponsored by Chemstrand Corp., producers of the new acrylic fiber, Acrilan; Collins & Aikman, Candalon "Spot-Shed" velvet; Lanolin Plus Consolidated Cosmetics; Modern Living Series of Lincoln-Mercury, Div. of Ford Motor Co.; Nelly de Grab Separates; Remington Rand Co.; Sherbrooke Rainwear; Treo Co.; White Sewing Machine Co. Editors will leave Pennsylvania Station on Saturday, July 18 at 2:00 P.M. and will return Sunday evening. By invitation only. Publicity: Lind-Gilbert Associates, 22 E. 60th St., PL. 3-4786.	FIBER PRODUCERS; MILLS & MANUFACTURERS	SOUTHAMPTON, LONG ISLAND

OPENINGS IN IRELAND, ITALY, LONDON, PARIS, SPAIN

Thursday July 16	FALL PREVIEW IN IRELAND Sybil Connolly will present her Fall and Winter collection in Ireland. By invitation only. Publicity: Rosemary Sheehan, 630 5th, CI. 7-8060.	SYBIL CONNOLLY OF DUBLIN	DUNSANY CASTLE DUBLIN, IRELAND
Beginning Monday July 20	OPENING OF ROMAN COUTURE COLLECTIONS <u>July 20:</u> Giovanelli, Simonetta, Fabiani, Schuberth. <u>July 21:</u> Battilocchi, Ferdinandi-Pucci, Fontana. Contact: Rosemary Sheehan, 630 5th Ave., CI. 7-8060; or E.A. Bronzini of the Sindacato, 32 Piazza Di Spagna, Rome, Italy.	SINDACATO ITALIANO ALTO MODA	ROME, ITALY
Beginning Wednesday July 22	OPENING OF COUTURE COLLECTIONS IN FLORENCE Antonelli, Capucci, Carosa, Emilio, Guidi, Marucelli, Giovanelli Sciarra, Vanna, Veneziani. Contact: G.B. Giorgini, 1 Piazza S. Trinita, Florence.	ENTE ITALIANO DELLA MODA	FLORENCE, ITALY
Beginning Monday July 27	SCHEDULE OF LONDON COUTURE PREVIEWS <u>July 27:</u> Hardy Amies, Digby Morton, Peter Russell, Victor Stiebel. <u>July 28:</u> John Cavanagh, Charles Creed, Mattli, Worth. <u>July 29:</u> Hardy Amies, Norman Hartnell, Michael Sherard. Contact: Lilian Hyder, 36 Bruton Place, London, W-1, England.	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	36 BRUTON PLACE LONDON W-1, ENGLAND
Beginning Monday July 27	OPENING OF PARIS COUTURE COLLECTIONS Paris Fall collections will be shown from July 27 to August 24. Contact: Chambre Syndicale, 102 Rue du Faubourg, St.-Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
Beginning Wednesday August 5- August 6- August 7	OPENING OF SPANISH COUTURE COLLECTIONS Couturier collections by Bastida, Eulalia, Flotante, Pertegaz, Rodriguez. Contact: Lucien Goetsch; Goetsch y Cia, Serrano 14, Madrid; or Rosemary Sheehan, 630 5th Ave., CI. 7-8060.	COOPERATIVA DE ALTA COSTURA	BARCELONA, SPAIN